

Message Text

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ACTION EB-08

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FM AMCONSUL SAO PAULO
TO USDOC WASHDC
SECSTATE WASHDC 8565
INFO AMEMBASSY BRASILIA
AMCONSUL RIO DE JANEIRO

UNCLAS SECTION 1 OF 2 SAO PAULO 1625

E.O.11652: N/A
TAGS: BEXP, BR
SUBJECT: FY 1980 PROMOTION EVENT SCHEDULE

REF: STATE 120748

1. SUMMARY: AGENT'S OPINION ON MAJOR SHOWS LISTED IN REFTEL WERE
SOLICITED DURING WEEK OF MAY 22, 1978. AGENTS WERE IN GENERAL AGREEMENT

WITH THE MARKETABILITY OF EQUIPMENT REPRESENTED BY THESE SHOW THEMES.
HOWEVER, THEY ALL MADE A POINT OF THE DIFFICULTY INVOLVED IN IMPORTING

EQUIPMENT AND EMPHASIZED EQUIPMENT FOR EXHIBITION SHOULD BE SPECIALIZED

EQUIPMENT INCORPORATING THE LATEST TECHNOLOGY. POTENTIAL EXHIBITORS
SHOULD TAKE CARE TO AVOID PROMOTING PRODUCTS THAT HAVE BRAZILIAN MANU-

FACTURED SIMILARS.

RESULTS OF POOL FOLLOWS:

2. PETROLEUM EXPLORATION EXHIBITION-OCTOBER 15-19,1979.

A. REMI REPRESENTANTES DE EQUIPAMENTOS E MATERIAIS INDUSTRIAIS LTDA.

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RUA TUPI 616-TEL 67-7513, MILTON EGEA.
EGEA'S PERSONAL OPINION IS THAT BUSINESS IS LIMITED IN PETROLEUM EXPLO-

RATION BECAUSE PURCHASES WOULD BE LIMITED TO PETROBRAS OR THE FOREIGN
FIRMS CONTRACTED FOR OIL EXPLORATION. IF THE EVENT TAKES PLACE, IT
PROBABLY

SHOULD BE HELD IN RIO WHERE THE DECISION MAKERS ARE LOCATED.

B. MARADAM-REPRESENTACOES LTDA.-AV BRIG. LUIZ ANTONIO, 1404-6 ANDAR
CJ. 618-TEL:289-9078-ANTONIO AUGUSTO C. MARCELO.
MARADAM BELIEVES THAT CERTAIN HIGH TECHNOLOGY EQUIPMENT WILL ALWAYS
HAVE TO
BE IMPORTED IN SPITE OF RESTRICTIONS. RIO MAY BE A BETTER LOCATION
FOR THIS EXHIBITION OF DIRECT CONTACT WITH PETROBRAS IS TO BE THE AIM

OF
THE EXHIBITION, BUT SAO PAULO MIGHT BE THE CHOICE LOCATION TAKING INTO
CONSIDERATION THAT MOST OF THE SUPPLIERS TO CONTRACTING FOREIGN
DRILLING
FIRMS ARE LOCATED IN THIS CITY.

C. GEPEF BUSINESS OFFICE S/C LTDA., AV. FARIA LIMA 1462-5 ANDAR,
TEL: 211-8732, ROBERTO CASTRO SANTOS.
BERTO CASTRO SANTOS IS CONVINCED THAT DUE TO BRASIL'S INTEREST IN
BEING SELF SUFFICIENT IN OIL PRODUCTION, HIGH TECHNOLOGY, SPECIALIZED
EQUIPMENT RELATED TO PETROLEUM EXPLORATION WILL BE EXTREMELY WELCOME
IN
BRAZIL. SANTOS FURTHERMORE STATES THAT THE CHOICE OF LOCATION OF THE
SHOW WILL BE OF NO CONSEQUENCE. VISITORS WILL COME TO THE EXHIBITION
IF THEY ARE INTERESTED IN THE EQUIPMENT, WHETHER IT BE IN SAO PAULO OR
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IN RIO.

NOTE: CACEX RESOLUTION 443, SEPTEMBER 14, 1977, PROVIDES FOR EXEMP-
TION OF OIL EXPLORATION EQUIPMENT FROM PAYING THE 100 PERCENT DEPOSIT
IF APPROVED BY PETROBRAS.

3. INDUSTRIAL CERAMICS PRODUCTION EQUIPMENT-DECEMBER 3-7,1979.
A. LAY REPRESENTACOES LTDA. RUA MACEIO 50-TEL257-0319, KARL WALTER LAY.

MANUFATURERS OF FLOOR AND WALL TILES AS WELL AS REFRACTORIES, MR LAY
OF LAY REPRESENTACOES INFORMED THAT SOME TYPES CERAMICS EQUIPMENT HAS
BEEN PRODUCED IN BRAZIL FOR THE PAST THREE YEARS. IMPORTATION OF THIS
TYPE OF EQUIPMENT HAS NOT BEEN PROHIBITED, BUT IT IS NEARLY IMPOSSIBLE

TO GET ANY SPECIAL EXEMPTIONS. IN VIEW OF THE ABOVE, MR LAY RECOMMENDS

AN EXHIBITION FOR THIS TYPE OF EQUIPMENT ONLY IF THE PRODUCTS TO BE
EXHIBITED ARE OF THE VERY SPECIALIZED AND THE VERY LATEST TECHNOLOGY
ITH ABSOLUTE CERTANTITY THAT THEY HAVE NO NATIONAL SIMILARS.

B. SALER COM IMP E REPRESENTACOES LTDA., RUA PE JOAO MANUEL 1212, TEL:

853-1986, ERIC SALER.

IF ONLY HIGHLY TECHNICAL EQUIPMENT IS TO BE EXHIBITED, THE EVENT WILL

BE

INTERESTING. MR SALER ALSO INFORMS THAT NEW TECHNIQUES AND PRODUCTS,
ESPECIALLY

CHEMICAL PARTS FOR MIXING AND PRODUCING HIGH RESISTANCE MATERIALS

WOULD BE WORTHWHILE PROMOTING IN BRAZIL. IN BRAZIL HIGH TENSION
ISOLATING

EQUIPMENT IS NOW BEING MADE OF GLASS INSTEAD OF CERAMICS. ANY EQUIPMENT

WHICH HAS A NATIONAL SIMILAR SHOULD NOT BE EXHIBITED. EXHIBITORS SHOULD
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LOOK TO BRAZIL WITH THE VIEW OF INVESTING FOR EXPORT TO THE REST OF
LATIN

AMERICA AND AFRICA. MR SALER FEELS THAT WITH THE CHANGE OF GOVERNMENT
NEXT YEAR IMPORT REGULATIONS MIGHT BE REVIEWED IN VITAL AREAS, BUT
FEELS THERE WOULD BE NO SPECIAL RELIEF FOR CERAMICS EQUIPMENT. MR.

SALER

SUGGESTS THAT SINCE "ZAC" (A HEAT RESISTANT USED FOR LINING OVENS) IS
NOT

BEING MANUFACTURED IN BRAZIL, US EXPORTERS IN THIS LINE MIGHT DO WELL
IN THE BRAZILIAN MARKET.

C. SACMI IMPIANTI BRASIL INDUSTRIA COMERCIO LTDA. RUA PEIXOTO GOMIDE
996-

TEL 288-2267.

SUBSIDIARY OF AN ITALIAN CERAMIC INDUSTRY SACMI STATED THAT THEIR
CLIENTS CONTINUE TO IMPORT DIRECT FROM THEIR PARENT FIRM IN ITALY,
ESPECIALLY SOPHISTICATED EQUIPMENT. BRAZILIAN MANUFACTURED EQUIPMENT IS

VERY PRIMITIVE AND RESTRICTED SO THAT ANYTHING WITH SUPERIOR TECHNOLOGY

STILL HAS TO BE IMPORTED. SACMI FEELS THAT BRAZILIAN MARKET REQUIRES
MORE KNOWHOW TO IMPROVE THEIR LOCAL STANDARD OF MANUFACTURE.

4. METAL FINISHING EQUIPMENT-FEBRUARY 25-29,1980.

A. ARMANDO BUSSETI, AV ANGELICA 579, TEL 826-4211 MR GERALDO HOPF.

UNDER PRESENT GENERAL ECONOMIC CONDITIONS, MR HOPF IS NOT ENTHUSIASTIC

ABOUT AN EXHIBITION FOR METAL FINISHING EQUIPMENT. HOWEVER, WITH THE
EXHIBITION SCHEDULED IN 1980, MR HOPF BELIEVES THAT BY THEN THERE MAY
BE SOME GENERAL IMPROVEMENT OF THE ECONOMY AND SOME MODIFICATION OF THE
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IMPORT RESTRICTIONS, IN WHICH CASE SUCH AN EXHIBITION WOULD BE VERY INTERESTING. NEVERTHELESS, MR HOPF SUGGESTS THAT ANOTHER RAPID SURVEY BE MADE ONE YEAR PRIOR TO EXHIBIT DATE.

B. IMPORTECNICA S/A IND E IMPORTACAO, RUA BARONESA DE PORTO CARREIRO 352-TEL 67-1161-MR LAZLO LOSONCZI. MR LASZLO LOSONCZI, PRESIDENT OF IMPORTECNICA, IS IN FAVOR OF SUCH AN EXHIBITION BELIEVING THAT BY 1980

IMPORT REGULATIONS WILL BE EASED. METAL FINISHING EQUIPMENT IS BEING IMPORTED AND MR LOSONCZI'S FIRM OPINION IS THAT LOCAL MANUFACTURE OF THIS TYPE OF EQUIPMENT IS STILL IN ITS EARLY STAGES, SO THAT SUCH AN EXHIBITION

WILL ALWAYS BE WELCOMED, IF HIGHLY SOPHISTICATED EQUIPMENT IS PROMOTED.

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C. MACNAL S/A MAQUINAS OPERATRIZES, R FLORENCIO DE ABREU 800-TEL227-

6522, MR VICTOR APARECIDO
IN THE PAST MACNAL S/A IMPORTED GRINDING, SHARPENING AND SHAVING MACHINES
BUT DUE TO ACTUAL IMPORT RESTRICTIONS MACNAL HAS SUSPENDED IMPORTS.
THE IMPORT MANAGER OF MACNAL, MR VICTOR APARECIDO BELIEVES THAT 1980
THE IMPORT SITUATION WILL HAVE IMPROVED AND THEY WILL BE LOOKING FOR
INNOVATIVE, HIGH TECHNOLOGY EQUIPMENT TO REINITIATE IMPORTATION. MR APARECIDO
STRONGLY SUGGESTS THAT NEW US EQUIPMENT BE INTRODUCED TO THE BRAZILIAN
MARKET THROUGH THE TRADE CENTER.

5. PLASTIC PRODUCTION EQUIPMENT-MAY5-9, 1980.

A. ARMANDO BUSSETI-AV ANGELICA 579-TEL 826-4211- MR GERALDO HOPF.
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MR HOPF FEELS THAT THERE IS NO IMPORT MARKET IN BRAZIL FOR TRADITIONAL
PLASTIC PRODUCTION EQUIPMENT, SUCH AS INJECTION MOLDING, EXTRUDERS
AND BLOW MOLDING MACHINES, SINCE BRAZIL IS ALREADY ESSENTIALLY SELF-SUFFICIENT.
ONLY EQUIPMENT AND ACCESSORIES NOT HAVING BRAZILIAN MANUFACTURED SIMILARS
HAVE IMPORT POTENTIAL.

B. PANIMEX DO BRASIL, R DA CONSOLACAO 438-TEL 257-0088-MR TORRES BORRONI.
PANIMEX'S MAKES PARTS UNDER LICENSES FOR INJECTORS AND EXTRUDERS.
PANIMEX EXPORTS INJECTOR PARTS WORTH ONE MILLION DOLLARS PER YEAR
AND THEY HOPE TO EXCEED THIS AMOUNT BY 25 PERCENT THIS YEAR. NINETY
PERCENT OF INJECTORS, EXTRUDERS AND BLOWERS ARE PRESENTLY MANUFACTURED
IN BRAZIL. IMPORT OF THESE PIECES OF EQUIPMENT IS VIRTUALLY PROHIBITED,
ONLY ABOUT 5 PERCENT OF TOTAL DEMAND, MOSTLY THE VERY LARGE MACHINES,
IS NOW BEING IMPORTED, AND PANIMEX BELIEVES THAT EVEN THIS WILL EVENTUALLY
BE MANUFACTURED LOCALLY. GROWTH OF PLASTICS CONSUMPTION IS PICKING
UP AND IS EXPECTED TO GROW FASTER AS LOCAL PRODUCTION OF RAW MATERIALS
BECOME AVAILABLE IN 1980. SPECIALIZED MACHINES, AS USED IN US, WILL BE
REQUIRED TO EXPAND CONSUMER USE OF PLASTIC MATERIALS.

C. ACOS INAFER S/A, AV DO ESTADO 6654-TEL 273-6611, MR MARTIN KOTSER
ALTHOUGH MR KOTSER OF INAFER BELIEVES THAT IMPORT RESTRICTIONS WILL
PROBABLY CONTINUE, HE ALSO BELIEVES THAT THERE WILL ALWAYS BE A DEMAND

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FOR HIGHLY TECHNICAL EQUIPMENT IN BRAZIL, ESPECIALLY EQUIPMENT WITHOUT
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NATIONAL SIMILARS. ACOS INAFER STILL IMPORTS IN SPITE OF HIGH IMPORT
TAXES AS THEY STILL HAVE CLIENTS WHO PREFER QUALITY EQUIPMENT, WHICH,
IN THE LONG RUN, IS CHEAPER THAN EQUIPMENT MANUFACTURED NATIONALLY. M
R
KOTSER IS IN FAVOR OF SUCH AN EXHIBITION AS LONG AS THE EQUIPMENT TO
B
E
EXHIBITED INCORPORATES HIGH TECHNOLOGY AND TOP QUALITY.

6. INDUSTRIAL SAFETY AND SECURITY EQUIPMENT-JUNE 16-20, 1980.
A. REAL EQUIPAMENTOS DE SEGURANCA LTDA, R AMARO CAVALHEIRO 158, TEL
210-2244-MR NORBERTO BAUER
MR NORBERTO BAUER STATED THAT REAL EQUIPAMENTOS ONLY IMPORTS EQUIP-
MENT THAT HAS NO LOCALLY PRODUCED SIMILARS. AN EXHIBITION FOR INDUSTR
I
AL
SAFETY AND SECURITY EQUIPMENT IN BRAZIL SHOULD INCLUDE SPECIALIZED
EQUIPMENT WITH THE VERY LATEST TECHNOLOGY, UNKNOWN IN THE BRAZILIAN
MARKET.

B. DURAVEIS EQUIPAMENTOS DE SEGURANCA LTDA, VIA ANCHIETA 439-TEL
272-0314- MR JOSUAH BAIN.
MR JOSUAH BAIN EXPRESSED SPECIAL INTEREST IN SUBJECT EXHIBITION AND
FIRMLY FAVORS ITS TAKING PLACE. IN SPITE OF IMPORT RESTRICTIONS DURA-
VEIS IMPORTS FROM THE US SINCE AMERICAN PRODUCTS ARE SUPERIOR TO LOCA
LLY
MANUFACTURED EQUIPMENT, ESPECIALLY RESPIRATORY EQUIPMENT. MR BAIN
SUGGESTS THAT NEW EQUIPMENT WITH HIGH TECHNOLOGY BE INTRODUCED THUS
AVOIDING THE RESTRICTIONS ON IMPORTS WHICH HAVE NATIONAL SIMILARS.

C. PROTIN EQUIPAMENTOS DE SEGURANCA LTDA., R AGOSTINHO GOMES 2312/40
TEL 547-3244-MR LAERCIO FACCH
NI. PROTIN EQUIPAMENTOS IS IMPORTING
FROM THE US MR FACCHINI, SALES MANAGER, IS VERY OPTIMISTIC AND BELIEV
ES
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THAT IMPORT REGULATIONS WILL EVENTUALLY BE REVISED IN THEIR LINE OF
BUSINESS. NEVERTHELESS, THE EXHIBITORS SHOULD BE ENCOURAGED TO EXHIBI
T
ONLY EQUIPMENT WHICH HAS NO NATIONAL SIMILARS.

7. QUALITY CONTROL INSTRUMENTATION-AUGUST 25-29,1980

A. BRUMARK COMERCIO INDUSTRIA E REPRESENTACOES LTDA, R MACHADO DE ASSIS

119. TEL 241-3144, DR BRUNO HAHMANN. DR BRUNO HAHMANN OF BRUMARK REPRESENTATIVE OF EXTECH INT'L CORP IN THE EXHIBITION FOR INDUSTRIAL PROCESS

CONTROL EQUIPMENT HELD AT SAO PAULO TRADE CENTER IN SEPTEMBER 1977, AFF-

IRMS HIS INTEREST IN SUBJECT EXHIBITION SINCE HE MADE EXCELLENT CONTACT DURING THE PROCESS CONTROL EXHIBITION AND SALES ARE NOW BEGINNING

TO DEVELOP. DR HAHMANN DOUBTS THAT IMPORT RESTRICTIONS WILL BE COMPLETELY ABOLISHED BUT BELIEVES THAT WITHIN A YEAR OR TWO, THESE RESTRICTIONS

WILL BE EASED UP A LITTLE ESPECIALLY IN THE QUALITY CONTROL INSTRUMENTS LINE, SINCE BRAZIL IS STRIVING TO REACH HIGHER STANDARDS OF QUALITY IN INDUSTRY.

B. AROTEC S/A INDUSTRIA E COMERCIO AV PACAEMBU 811, TEL 67-2393-

MR FREDERICO H. BURBACH.

ACCORDING TO MR BURBACH, THERE IS ACTUALLY VERY LITTLE QUALITY CONTROL INSTRUMENTATION BEING PRODUCED OR DEVELOPED IN BRAZIL PRESENTLY. PROMOTION

OF THIS TYPE OF EQUIPMENT IS CURRENTLY BEING DONE ALMOST EXCLUSIVELY BY CATALOGS AND BROCHURES SO THAT AN EXHIBITION OF ACTUAL EQUIPMENT WOULD HELP PROMOTE SALES. MR BURBACH ALSO FEELS THAT THERE WILL BE REUNCLASSIFIED

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LATI-

VELY FEW RESTRICTIONS ON IMPORTS GIVEN THE LACK OF NATIONAL SIMILARS AND CONSIDERING BRAZIL'S DEVELOPMENT REQUIREMENTS.

C. PANAMBRA INDUSTRIAL E TECNICA S/A-DEPTO CONTROLE DE QUALIDADE- AV SEN QUEIROZ 150-TEL 227-6722

MR GIL RUSSELMANO.

PANAMBRA'S OPINION ON SUBJECT EXHIBITION IS VERY POSITIVE. MR RUSSELMANO WILL CONTACT THE VARIOUS FIRMS PANAMBRA REPRESENTS IN THIS LINE OF

EQUIPMENT TO ADVISE THEM OF THE FORTHCOMING EXHIBITION AND OF THE IMPORTANCE OF THEIR PARTICIPATION GIVEN THE LACK OF LOCALLY PRODUCED EQUIPMENT.

R-

HE FURTHERMORE STATES THAT SINCE LOCAL MANUFACTURE OF QUALITY CONTROL EQUIPMENT IS LIMITED, UP TO DATE HIGH QUALITY TECHNICAL EQUIPMENT WILL HAVE

NO PROBLEMS WITH IMPORT RESTRICTIONS.

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